

Communication Platforms Buyers Guide

Software Provider and Product Assessment



EXECUTIVE
SUMMARY

***iSG** Research



Key Takeaways

Communication platforms have evolved into programmable infrastructure that connects interactions with workflows and business processes. These platforms enable real-time, event-driven engagement across internal operations and customer-facing systems. Integration, AI-driven orchestration and governance are central to delivering consistent, scalable interaction across channels and environments.

Software Provider Summary

The ISG Buyers Guide™ for Communication Platforms evaluates 27 software providers offering products that support API-driven communication, workflow orchestration, AI-enabled interaction management, analytics, governance and enterprise integration. The research ranked the top three overall leaders as Infobip, Microsoft and Oracle. Providers were classified using weighted performance in Product Experience and Customer Experience for ISG quadrant placement. 8x8, AWS, Cisco, Freshworks, Infobip, Microsoft, Oracle, RingCentral, Sinch, Tencent Cloud, Twilio, Vonage and Zoom were rated Exemplary, with CM.com rated Innovative. Yellow.ai was rated Assurance, and Alcatel-Lucent, Bandwidth, Bird, Gupshup, LINK Mobility, Netcore, Radisys, Route Mobile, Tanla, Tata Communications, Telesign and Zenvia were rated Merit.

Product Experience Insights

Product Experience, representing 80% of the evaluation, focuses on Capability (40%) and Platform (40%), which includes adaptability, manageability, reliability and usability. Infobip, Microsoft and Oracle achieved the highest performance as Leaders in this category, supported by extensive API-driven communication capabilities and enterprise-grade platform strength across adaptability, manageability, reliability and usability. Leaders demonstrated enterprise-grade platform capabilities across diverse integration scenarios and operational environments.

Customer Experience Value

Customer Experience, representing 20% of the evaluation, focuses on validation and TCO/ROI. Zoom, Infobip and Oracle were the Leaders in this category, demonstrating strong customer commitment and clear investment in customer success outcomes. Providers with lower performance often lacked publicly available customer validation or failed to demonstrate structured customer engagement and value realization clearly.

Strategic Recommendations

Enterprises should position communication platforms as orchestration layers for real-time, event-driven interaction. Evaluation should prioritize API flexibility, integration depth, AI-enabled workflow execution and governance controls. Adoption requires alignment across IT and business teams to design interaction workflows, enforce policy and integrate with core systems to reduce fragmentation and improve execution consistency.



The Findings

The software providers and products evaluated in this research offer product and customer experiences, but not every feature is equally valuable to every enterprise or is needed to support the relevant business processes and use cases. Moreover, having too many product capabilities may be a negative factor for an enterprise if it introduces unnecessary complexity. Nonetheless, you may decide that a more comprehensive set of capabilities is important and meets your enterprise's requirements.

An effective customer relationship with a software provider is vital to the success of any investment. The overall customer experience and the full lifecycle of engagement play a key role in ensuring satisfaction and long-term success. Providers with dedicated customer leadership, such as chief customer officers, tend to invest more deeply in these relationships and prioritize customer outcomes in line with TCO and ROI expectations. It is equally important that this commitment to customer success is evident throughout the provider's website, the buying process and the customer journey.

Overall Scoring of Software Providers Across Categories

The research finds Infobip atop the list, followed by Microsoft and Oracle. Providers that place in the top three of a category earn the designation of Leader. Infobip has done so in five categories, Oracle in four, Microsoft in three and Zoom, RingCentral and Twilio in one category.

Communication Platforms Overall

Providers	Grade	Performance
Infobip	A-	Leader 86.4%
Microsoft	A-	Leader 85.4%
Oracle	A-	Leader 85.0%
Zoom	A-	84.1%
AWS	B++	80.1%
RingCentral	B++	79.6%
Twilio	B++	79.1%
Cisco	B++	75.5%
Tencent Cloud	B+	74.7%
Vonage	B+	73.4%
CM.com	B+	73.3%
Sinch	B+	72.9%
Freshworks	B+	72.8%
Yellow.ai	B+	72.3%
8x8	B+	71.6%
Gupshup	B	64.3%
Netcore	B	64.0%
Bird	B	63.8%
Bandwidth	B	62.5%
LINK Mobility	B-	59.8%
Route Mobile	B-	58.4%
Tata Communications	B-	58.3%
Telesign	C++	54.3%
Alcatel-Lucent	C++	53.8%
Radisys	C++	52.1%
Zenvia	C++	51.8%
Tanla	C+	47.9%

ISG Source: ISG Research
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David Menninger leads the overall team for software research and advisory for supporting IT and expertise in AI software at ISG. With over three decades of experience in enterprise software, Dave's leadership has advanced digital transformation with information and insights for enterprises around the world.